

## Kim Jones Alliance Founder and CEO to Moderate SXSW 2024 Panel on Revolutionizing Workplace Wellbeing for Women of Color

The SXSW panel offers a crucial opportunity to confront the frequently disregarded obstacles affecting the welfare of women of color in professional environments.

LOS ANGELES, Feb. 21, 2024 // **Kim Jones Alliance** -- Kim Jones, Founder and CEO of [Kim Jones Alliance](#) (KJA), a prominent resource for women seeking career advancement and significant workplace influence will lead the SXSW panel: "Revolutionizing Workplace Wellbeing for Women of Color," alongside other esteemed experts on March 11, 2024. The panelists include Workplace Wellness Expert [Shelly Bhowmik](#), MD MPH; Author and Certified Financial Educator (CFEI) [Anna Orenstein-Cardona](#); and Workplace Parent Consultant [Deborah Porter](#).

SXSW stands as the premier annual convergence of concurrent film, interactive media, and music festivals and conferences held in Austin, Texas, each year. This year's event spans from March 8 to March 16.

*"I'm thrilled to be moderating the upcoming SXSW panel discussion 'Revolutionizing Workplace Wellbeing for Women of Color'," said Jones. "This panel is more than just a conversation; it's a pivotal moment to address the often-overlooked challenges impacting the wellbeing of women of color in the workplace. We'll be diving deep into the multidimensional aspects of wellbeing, acknowledging the emotional tax, familial responsibilities, and the silent financial barriers that many women of color face."*

Porter states that current research highlights the absence of a single dominant family structure in the U.S. Notably, three out of four Black mothers are now the primary breadwinners for their families.

*"Leaders can tap into the perspectives of mothers of color, who are disproportionately experiencing burnout, to cultivate workplaces where equity is prioritized and a sense of belonging is fostered for all," said Porter.*

*"It's crucial to recognize the transformative impact employers can have in fostering economic empowerment, especially for women of color whose unique financial challenges are not widely acknowledged. In essence, financial inclusion transcends the notion of equal opportunity; it's about achieving equality of outcomes," said Orenstein-Cardona.*

With a fervent commitment to fostering inclusive workplaces, Jones eagerly anticipates guiding discussions and exchanging valuable insights on sustainable and scalable solutions.

*"The health of an organization is determined by the wellbeing of its people. But burnout continues to rage on and threaten the wellbeing of the workforce, especially for women of color. Companies need a top-down and bottom-up strategy in order to foster both organizational and personal resilience in the workplace," says Dr. Bhowmik.*

Attendees can find further information about the SXSW panel "Revolutionizing Workplace Wellbeing For Women of Color" here: [SXSW 2024 Schedule](#).

### **About Kim Jones Alliance**

Kim Jones harnesses her 25 years of corporate and C-suite expertise, along with her profound understanding of leadership standards and optimal strategies in corporate America, to establish a premier resource empowering women to advance their careers and maximize their workplace influence. Through the creation of Kim Jones Alliance (KJA), she caters to individuals and companies seeking to expedite women's progression in their professions. In this capacity, she collaborates with clients to scrutinize organizational structures, pinpoint areas for improvement, and execute solutions fostering greater equity for women and other marginalized groups. These solutions encompass initiatives in leadership development and cultural transformation.

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